



2019 CORPORATE CITIZENSHIP REPORT P&G Turkey

Corporate Citizenship Pillars



In this report, we outline our activities that we have conducted on the areas of Governance, Community Impact, Diversity and Inclusion, Gender Equality and Environmental Sustainability between 2017 and 2019.

You may find this report and the previous reports via the following link or QR CODE.

<https://www.pg.com.tr/surdurulebilirlik-raporlari/>



Foreword

As we are gearing towards our second hundredth anniversary, we are constantly renovating ourselves to keep our mindset young. We are young because in our 182nd year in the world and in our 32nd year in Turkey, we continue to work passionately in our sustainability centered "LEED Gold Certificate" open office, with the focus to continue innovating in order to add value to the lives of the people in Turkey with our leading brands and programs. As a company that plays a role in the development of Turkey and is present in every 9 out of 10 houses with its brands, we consider contributing to our society and the world as our duty.

Therefore, I am greatly excited to be sharing with you our second Corporate Citizenship Report, which we have prepared with the aforementioned perspective. We are touching and improving the lives of consumers with our "Community Impact" programs.

As the global sponsor of the Olympic Games, we believe that sports is highly instrumental in raising healthy and confident generations. In line with this thinking, we stress that "each mother who engages her child in sports is an Olympic Mom" and accordingly, we sponsor our 31 athletes and their mothers, who will represent our country in the 2020 Tokyo Olympic Games.

In addition to contributing to the wider society, we are also working to support gender equality in the workplace, social life and sports through our brands, our partnerships and our internal activities. For example, we have initiated a pioneering practice and we have launched our 8-week-long paid paternity leave for our male employees – based on our belief that each of the

parents have equal responsibility on baby-care. Moreover, I am also proud to be the leader of a company whose women employees constitute 55% of its total workforce and whose executive board is consisting of women by 53%; while 46% of the expat executives from Turkey are women.

We foster diversity in our work environment not only through gender equality, but also with the diversity we have in terms of age, ethnicity, mentality and varying backgrounds. I am also proud to be a part of the inclusive culture which accepts our different skills and mentalities that set us apart from one another.

With our newly announced 2030 Sustainability Goals, we have committed that we will be using 100 percent recycled or reusable packages in 20 of our leading brands by 2030. And a certain portion of this recycled plastic is collected from the oceans, lakes and rivers. Besides, we have placed recycling automats at some sale points in order to "close the loop" for the plastic waste.

At P&G Turkey, we are fully aware that we will build our future hand in hand with the society we live in. I believe that we can produce sustainable and effective solutions on environmental and social areas thanks to our principal approach of "always doing the right thing" and the "firsts" that we accomplish.

I would like to extend my thanks to all our stakeholders - first and above all, our colleagues - who have supported our citizenship efforts on these fronts.

**LEED: Leadership in Energy and Environmental Design*

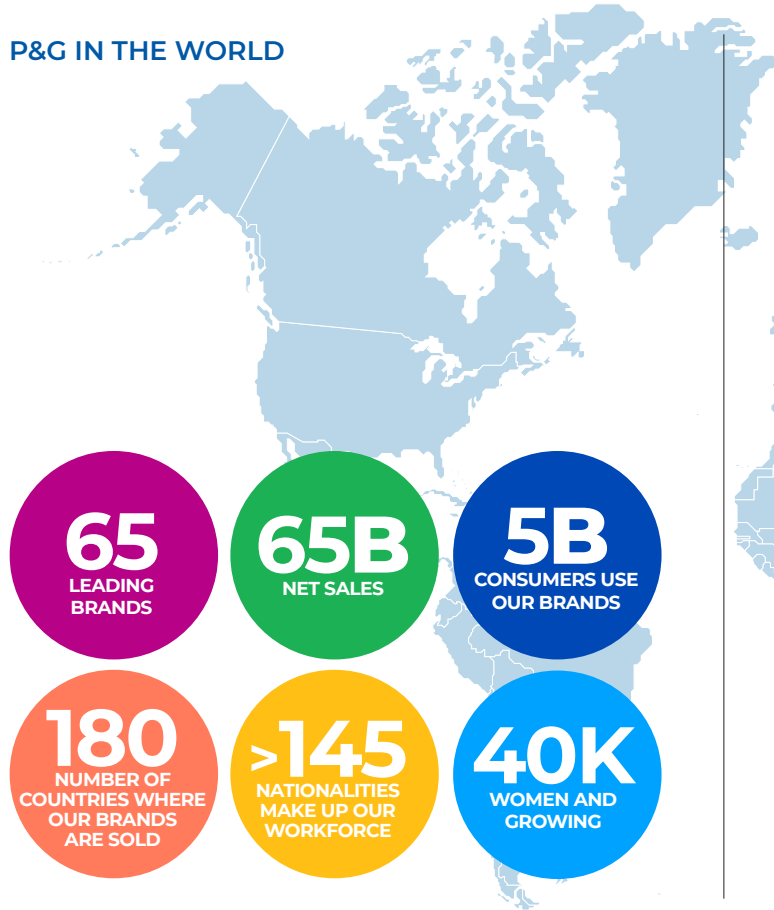


TANKUT TURNAOĞLU

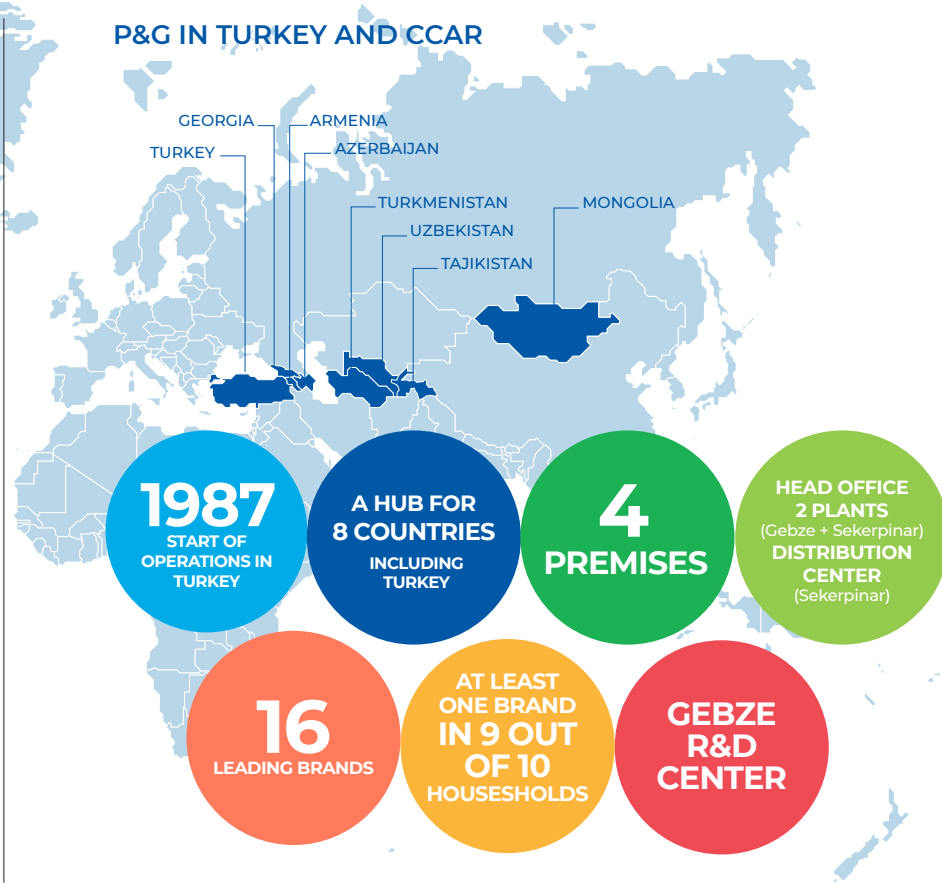
Vice President, P&G Turkey,
Caucasus and Central Asia

P&G At a Glance

P&G IN THE WORLD



P&G IN TURKEY AND CCAR



Product Innovations

In P&G, we touch and improve the lives of our consumers via our product innovations that create value.



Fairy Platinum Plus

Fairy Platinum Plus has a dual action technology and the capsules with 3-liquid chambers dissolve fast even at lower temperatures, while its all-in-one formula provides effective protection in short cycle wash.



Fairy Ocean Plastic and Fairy Pure and Clean

Fairy Ocean Plastic's bottle is formed of 100% recycled plastic, 10% of which is composed of plastics collected from oceans, lakes and rivers. Fairy Pure and Clean offers the original cleaning power of Fairy but does not include any perfumes or dyes.



Prima Pampers Pure Diaper

New Pampers Pure Diaper is manufactured with 100% certified renewable electricity and crafted with premium cotton and soft plant-based materials which are procured without any impact on the nature.



Head&Shoulders Recycled Shampoo Bottle

The world's 'first recycled shampoo bottle' was produced through transforming the plastics collected from the seas with the help of more than 100 NGO's and 1000 volunteers.



ALO Platinum Fairy

Alo's newest product that provides the best cleaning performance of Alo, powered by Fairy's formula for grease dissolving effect.



Ariel + Febreze

Its active ingredients work together to break down bad smells and prevents bad odors to remain on the clothes.



Herbal Essences Pure:renew

Herbal Essences Pure:renew maintains 90% naturally derived ingredients and active antioxidants which help purify and protect the hair.



Pantene 3 Minute Miracle

3 Minute Miracle conditioner keeps the hair soft and shiny while penetrating deeply to provide strength from root to tips. Helps repair 3 months of damage in 3 minutes.



Oral B Genius Orchid Purple

The newly developed Gum Guard technology specifically for Oral-B Genius ensures that all zones are detected while brushing.



Vicks First Defence

Vicks First Defence traps, neutralizes and removes cold viruses. Clinically proven!



Gillette Skinguard and Gillette Venus

Gillette's revolutionary SkinGuard Technology is positioned between the plates, to gently smooth and flatten the skin away, taking the pressure off the blades during the shave. Gillette Venus Comfortglide Olay's 5 blades combined with its moisture bars made by America's leading skin care brand Olay, provides comfortable smoothness.



Orkid Essential Protection

With its ultra flexible and soft structure, Orkid Essential Protection maintains 0% dye and 0% perfume.



Governance

At P&G, we commit to be a good corporate citizen and to always do the right thing. Our responsibility to be a good corporate citizen impacts everything we do. Our customers, consumers, employees and business partners know that we say things that we believe in and that we stand behind of what we say. This environment of trust and honesty gives us strength and our purpose, values and principles form the foundation of our identity.

Our objective is to create industry-leading value by maintaining and enhancing our strong corporate reputation through a strong ethics and compliance culture that supports conserving resources, protecting the environment, improving social conditions, respecting human and labor rights, and empowering individuals and the communities in which we live, work and serve.

With our targets, words and actions, we create values that stand out as pioneers in the industry, we protect natural resources and the environment, we improve people's lives, we respect human rights and employees' rights, and we create a strong ethics and compliance culture that empowers the societies that we live in and the individuals that form the societies.

WE HAVE BEEN NAMED AS THE TOP FMCG MANUFACTURER AND SUPPLIER FOR 7 YEARS IN A ROW

As P&G Turkey, we were selected as number one for 7 years in a row as of 2019 in the general performance assessment, among the top fast moving consumer goods manufacturer and supplier lists consisting of 7 categories in total prepared by Canada-based Advantage Group International; based on their research with the big retail chains each year.

Advantage





Community Impact

At P&G, we are striving to contribute to the societies we have been operating in for the past 182 years. To make the world a more livable place, we are touching and improving the lives of the people with our brands, products and employees. We are playing an important role to contribute to the development of confidence in the children and the young people in the fields of education, health and sports. Over the last two years, we have touched the lives of about 5 million people with the social responsibility programs we have conducted in Turkey. We offer this contribution through our products and support programs in the health, hygiene and comforts of home areas.

HEALTH, HYGIENE AND COMFORTS OF HOME

CONTRIBUTION TO SPORTS

One of the areas we support the most in Turkey is sports - just as we do across the world. This is because we believe that sports is very important in our ability to raise healthy and highly self-confident generations. So we continue to advance our contribution to sports that we have maintained for years by diversifying our efforts.

OLYMPIC MOMS PROJECT

In our Olympic Moms project which we started in 2014 in cooperation with the Turkish Olympic Committee (TMOK), we have been conducting efforts for the development of the sports culture in Turkey and leading the children to engage with sports. We stress that "each mother who engages her child in sports is an Olympic Mom", and we want to create an awareness among the mothers, while removing all prejudices on this subject. For this purpose, we have reached more than 24,000 mothers and we strived to increase their awareness on how they could engage their children with "the right sports".



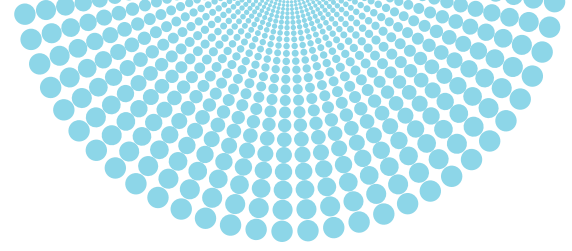
THE FIRST SPORTS MAP OF TURKEY

We have conducted Turkey's first Sports Culture Survey in the beginning of our project. With this research that we

repeated in 2018, we presented fresh information about the sport habits of families, their motivations and the barriers they face. We saw that the number of children engaging with sports 2 or 3 times per week rose to 2 out of 10 children. Additionally, we aimed to show all sport existing premises in Turkey on a single map with this study.

SPONSORSHIP TO 31 NATIONAL ATHLETES

In our 30th year in Turkey, we have announced our support for 30 national athletes who will represent our country at the Olympic Games. And today, we are currently sponsoring 31 National Athletes who will represent our country at the 2020 Tokyo Olympics. This will inspire more children to engage with sports and more mothers to encourage their children to do so.





SPORTS EQUIPMENT DONATION TO SCHOOLS

We have donated 330,000 sports equipment to various schools and 50,000 sportswear to 300 schools across the country. We have also reached 8.7 million people within the communication leg of the project, in order to ensure that our messages reach a wide population.



OUR CONTRIBUTION TO SPORTS WITH GILLETTE

As P&G and Gillette, we believe in the unifying power of sports and we would like to encourage young people to actively engage with sports. Through our sponsorship of Gillette Milliyet Athlete of the Year Awards, we support awarding the achievements in various branches of the sports. Also, we stand together with our National Football Team through our brand Gillette's sponsorship as the Men's Care Sponsor since 2017.



EUROLEAGUE SPONSOR AND SELF-CONFIDENCE SPONSOR FOR NATIONAL MEN'S BASKETBALL TEAM

In 2018, we contributed to the development of the self-confidence of the young athletes and basketball lovers following the EuroLeague, as the "self-confidence" sponsor of the EuroLeague Basketball.



SPONSORSHIP OF THE NATIONAL WOMEN'S VOLLEYBALL TEAMS

We have signed an agreement with the National Volleyball Federation to continue our long-standing official sponsorship of the Women's Volleyball National Teams in 2018-2019 season with our brand, Orkid. This project had a positive impact on all young girls and women with an interest in sports, and it became a symbol of their strength and for what they can achieve once they put their will to something.

DONATION PROGRAMS

PRIMA PREMATURE BABY DIAPER DONATION CAMPAIGN

In Turkey, one in every 10 babies are born premature. With our Prima Premature Baby Diaper Donation project, we have accomplished a first by donating diapers specifically developed for premature babies by Prima to hospitals. Additionally, we have provided support to the Mother-Baby Fund through Prima's partnership with the El Bebek Gül Bebek Association and we have provided trainings to mothers. We have reached 400,000 people with this campaign to date.



ORKID BACK TO SCHOOL

One out of every 10 school girls in Turkey are unable to attend to school because they are unable to procure hygienic pads due to the economic constraints. With our Back to School project, we have donated 3.5 million pads to the school girls who have no access to the hygienic pads. Also we have started giving hygiene trainings to our young girls.



METRO CHILDREN'S SAFE DRINKING WATER CAMPAIGN

We are targeting to offer 25 billion liters of fresh water to the children and families in need across the world by 2025. As part of this program, for each P&G product purchased from 38 Metro stores across Turkey, we will donate fresh water that is equivalent to the need of a person in 1 day. And we will do this with the help of "Purifier", our invention that makes dirty water potable.



KIZILAY (TURKISH RED CRESCENT)

In cooperation with Kızılay (Turkish Red Crescent), we have so far ensured 1,734,475 hygiene and care products to reach the students, people in need and refugees since 2015.



ARIEL CLOTHES DONATION

We have donated 660,000 pieces of clothes under the "Clothes Donation Campaign" we started with Ariel in 2010 in partnership with retailer Migros and the Community Volunteers Foundation (TOG). Our donations under this Program have reached a total of 283,000 children.



OUR YOUTH PROGRAMS

BANABAK

Banabak, our mobile platform through which we offer special deals to young people, presents points to users for every P&G product they buy using its receipt scanning technology and gamification model, where the users are able to utilize their points in the form of discounts and various advantages. Through our Banabak application, a total of 3000 saplings were donated in 4 months. Consequently, a Banabak forest was established.



YOUTH IS 100 YEARS OLD

Inspired by the 100th anniversary of May 19th 1919, we have launched our "Youth is 100 Years Old" project in cooperation with the Turkish Education Foundation. With this project, we have invited the young people to share their life stories, goals and future plans across four areas by using our mobile youth platform Banabak.



YOUNG GURU ACADEMY SCIENCE KIT

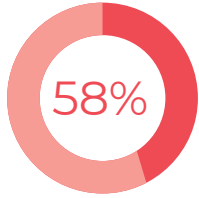
Within the scope of the "Youth is 100 Years Old", we have cooperated with the Young Guru Academy (YGA) to support the "Science Campaign" and presented the science set prepared under the guidance of Nobel Laureate Turkish Scientist Prof. Aziz Sancar, Harvard & MIT Prof. Mehmet Toner, Psychologist and Writer Prof. Doğan Cüceloğlu to 5 different schools in Samsun.



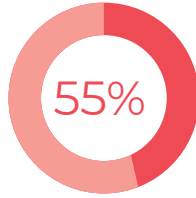


Gender Equality

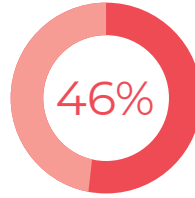
We support and do our best to foster gender equality in all fronts including media, advertisements and workplace.



RATIO OF FEMALE
EMPLOYEES



RATIO OF FEMALE
EMPLOYEES IN EXECUTIVE
BOARD



RATIO OF FEMALE EXPAT
EXECUTIVES

LIKE A GIRL

With "Like a Girl", we delivered the message to the young girls at puberty period that any failure should not be taken as a defeat but a driving force for further improvement and that they should continue to push further ahead. Both with our P&G and Orkid brands, we are conducting efforts to liberate and strengthen women and the young girls, and we continue to instill self-confidence in them at all areas in life.

FUTURE FEMALE LEADERS

We are working on realizing the perspective we have to strengthen women in the society with our programs that we developed, to ensure that the FMCG industry is able to gain a qualified workforce. With our "Future Female Leaders" program, we help the university students take their first steps towards their chance to a career in the sales departments.

MEMBER ORGANIZATIONS

At P&G Turkey, we work in cooperation with the sectoral industrial organizations and networks. We are one of the corporate members of the LEAD Network Turkey, which has adopted the mission of strengthening the top female executives in the retail industry. Through our cooperation with the WEConnect International organization, we are supporting the efforts to increase the number and skills of the women suppliers and we are training them on the fields of sales, marketing and finance.



ANTALYA LET'S TALK ACTIVITY

The taboos and acts of labeling were discussed in detail at the Antalya Let's Talk summit and we were able to showcase the successful projects that we undertook through our Orkid brand. We talked about our education projects focusing on the changes our girls experience at puberty, and our campaigns such as pad donations and "Like a Girl".





8-WEEK PAID PATERNITY LEAVE

We have announced our practice of 8-week-long paid paternity leave for our male employees, based on our belief that each of the parents have equal responsibility on baby-care. This is among the longest paternity leaves given to employees in Turkey, while we offer 16-week maternity leave plus an 8-week breastfeeding leave to our female employees in accordance with the laws and regulations.

HARUN DERİCİOĞLU

Professional Category Manager

"I decided to use my paternity leave to support my wife. My first priority throughout my paternity leave was to spend as much time possible with my daughter and to observe her development closely. The smile she gave me in the morning was her first present to me."

ŞAFAK ACAR

Diaper Operator

"We are very happy about welcoming our second child after our first that was born 10 years ago. I am very happy to be spending more time at home and sharing all responsibilities with my wife."

MUSTAFA ÇİFTÇİ

Detergent Operator

"Being by the side of my daughter when she was born, the time when she first opened her eyes and the time when she first smiled are the memories that I would not exchange for anything. All these beautiful memories came true thanks to the paternity leave."





Diversity and Inclusion

At P&G, we are aware of the power of diversity and we believe that the different backgrounds, cultures, inclinations, work and thought processes of our employees and business partners are factors that ultimately enrich us. In line with this vision, we work towards contributing to equality in workplace, society and in sports through our partnerships and with our internal activities. Besides, we are contributing to our own diversity with our employees who are coming from more than 40 different universities, as we believe that this diversity reflected in our team will help us better understand the consumers, and in return, we will better be able to meet their needs thanks to the insights we have from our diversity.

SPECIAL OLYMPICS

Special Olympics Project, which is among our most special projects, is conducted in cooperation with Migros and Special Olympics Turkey and continues since 2004. With this project, we are aiming to contribute to the individual, physical and social development of the children and young people who need special training. We supported about 6,000 special and partner sportspeople thanks to the Special Olympics.

In 2016, we expanded our project to cover our special children aged between 2 and 7 years old. We reached about 600 special and partner children since then, for the purpose of improving their social, physical and cognitive abilities. Together with our partners Migros and Special Olympics Turkey, we are also planning to design special communication efforts to increase awareness on children and young people that need special training.

As a result of the "Little Athletes", one of such works, the ability of the special athletes to establish communication with other children increased by a rate of 22 percent, while the rate of the special children engaging in sports with other children increased by 49 percent. We prepared a documentary* narrated by Cüneyt Özdemir in order to spread the project to a wider population.



You can explore our documentary via the following link or QR CODE.

<https://www.youtube.com/watch?v=MoAuRiWwNIU>





FLEX@WORK

With our Flex@work culture, we are aiming to further improve business results by satisfying different needs of the people. Our working time flexibility enables many of our employees to arrange the start and end of their workday, and to work from home, tighten their working weeks, and even to work less number of days. So we place a deep importance on helping our employees establish a balance between business responsibilities and their daily lives.

PROJECT REACH

With Project Reach, we are focusing on the talents of the disabled people rather than their disabilities, and we offer them the possibility to serve their internship for a period of 6 to 9 months. We help the disabled people to develop their skills and support them to reach their targets with this program.

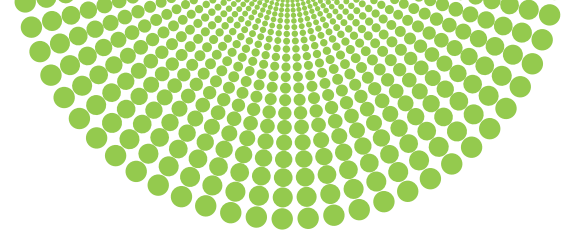


PROJECT UNITED INTERNS

Bringing Syrian people into organization as an employee provides us the opportunity of better understanding of findings and strategy about Syrian community in line with our Business and HR strategies. Each of them operates at their full potential to better represent the consumers we serve, understand their needs and find ways to innovate to meet those needs. We have external collaborations and partnerships with NGOs & United Nations High Commissioner for Refugees (UNHCR) to reach candidates. Since Feb '18, we have hired three Project United interns and hired two of them as full time employees.

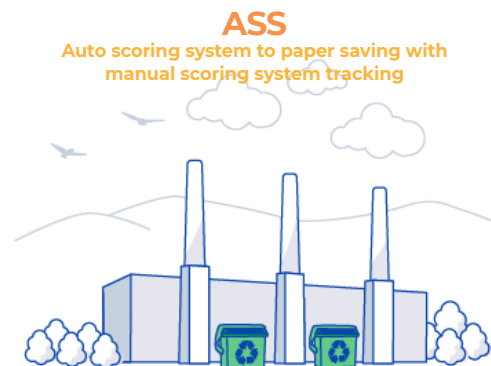
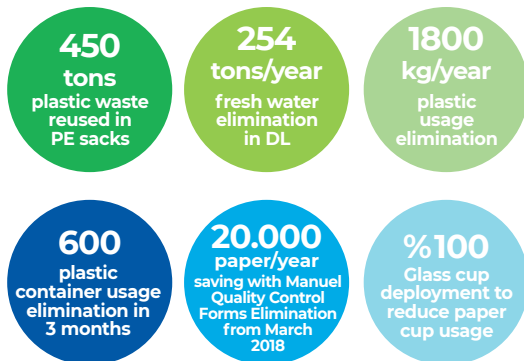


Environmental Sustainability

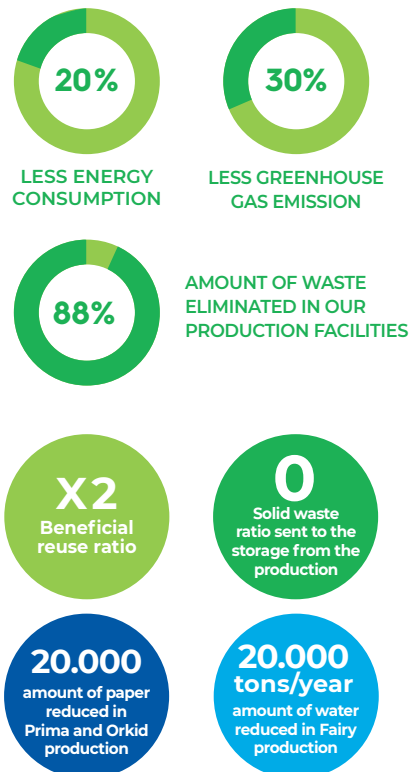


We believe that protecting the environment is one of our most fundamental responsibilities, and this simultaneously presents us with a business opportunity to create value for the society. Our belief is that no company can remain indifferent to the issues that may have negative impacts on the people or the environment, and that brands also have responsibilities as corporate citizens. In line with this understanding, we integrate sustainability within our applications, operations, innovations, brand structure and our business culture, and we are working to create brands that enable the consumers make more sustainable choices.

GEBZE PLANT SUSTAINABILITY EFFORTS



ENVIRONMENTAL SUSTAINABILITY TARGETS - 2020



2030 GOALS



BRANDS

We will maintain the trust we have built with our customers globally with our 20 leading brands, our 100 percent recyclable or reusable packaging and ingredient transparency in 100 percent of our brands.



SUPPLY CHAIN

We will reduce the greenhouse gas emissions from our production plants by half and secure renewable electricity which will supply power to 100 percent of our facilities. We will save at least 5 billion liters of water through reuseage.



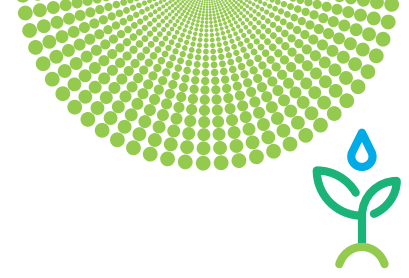
COMMUNITY

We will continue to form transforming partnerships which enable the protection of the world's oceans, water basins and forests.



EMPLOYEES

We will engage our employees with our sustainability approach and we will lead and reward them for their efforts. Every contribution will be reflected as an award to the employee and be integrated into performance evaluations.



SUSTAINABLE BRANDS CONFERENCE

As P&G Turkey, we have been participating in the Sustainable Brands Istanbul Conference organized by the international Sustainable Brands® Platform for 2 years in a row, with the overall themes of “Redefining the Good Life” and “Redesigning the Good Life”. At the 2019 conference Elvan Önal, P&G Europe Vice President of Global Dish Care and Home Care, talked about the innovations we have carried out with our brand Fairy for a sustainable future and shared with the audience our contributions to the future.

SB 2019 ISTANBUL

HEAD&SHOULDERS RECYCLED SHAMPOO BOTTLE

In order to draw attention to the fight against sea pollution, the plastic wastes collected from the seas with the help of more than 100 NGOs and more than 1,000 volunteers across Europe, was recycled to produce the ‘World’s First Recycled Shampoo Bottle’.

DON'T LET FISH TO DROWN PROJECT

As part of the “Don’t Let Fish to Drown” project that we have carried out through Fairy and TUDAV’s collaboration, many famous sea-lovers posed for photographer Tamer Yıldız and these photos were exhibited in several venues. Furthermore, the Fairy tablets that have phosphates removed from their formulas are able to help reduce the carbon dioxide emissions by 50 percent, and contribute to the protection of seas by saving approximately 21 billion liters of water



DON'T LEAVE THE SEA TO CHANCE

One of our leading brands, Fairy, has collaborated with CarrefourSA and Turkish Marine Research Foundation (TUDAV) to launch a campaign titled “Don’t Leave the Sea to Chance” in order to draw attention to plastic in the seas via Fairy bottles produced from beach plastic. As part of this project, plastics have been collected from beaches located among specially protected areas and designated by TUDAV, in order to draw attention to the problem of plastic waste in beaches. We will continue to deliver the message, “Don’t Leave the Sea to Chance” to create awareness so that consumers approach the products they use with such a sensitivity.

Our “Don’t Leave the Sea to Chance” project has an additional dimension – one in which consumers will be able to earn discount coupons by throwing Fairy bottles being sold at 611 CarrefourSA stores in Turkey’s 53 provinces in recycling bins to be located at selected CarrefourSA stores and contribute to recycling.

Fairy Ocean Plastic’s bottle is manufactured from recycled plastic waste collected from beaches and adopts the goal of preventing plastic from reaching the ocean as a principle. Fairy produced from Beach Plastic is a bottle made 100 percent from recyclable plastic and is 100 percent recyclable itself. 10 percent of the recyclable plastic was collected from the oceans, lakes and rivers. Our goal is to create awareness and encourage people to recycle through the power of our brands.





Proud sponsor of Olympics